

Campaign Training

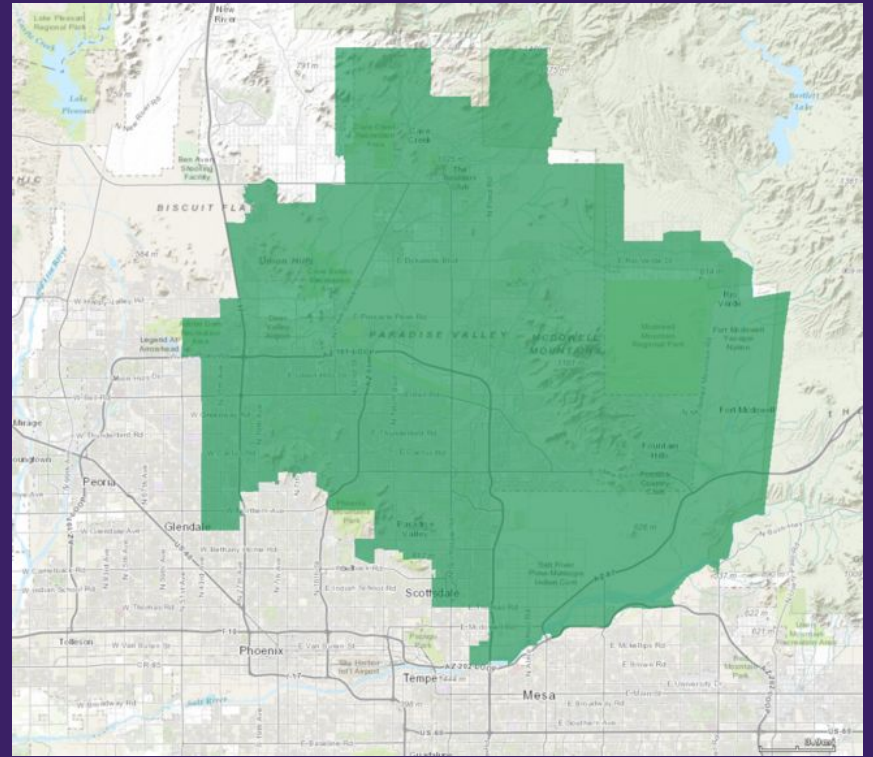
What Office Do I Run For?
& Campaign Plan Timeline

www.LPCaucus.org

Guest Instructor: **Apollo Pazell**



Step 1: Landscape Memo



Voter Data and Win Number

- Get ahold of the voter data for your district
 - See our previous training for ways to get campaign data and what kind of data you need.
- Calculate your “Win Number”
 - Use the 3 previous elections (Presidential or Midterm), or the previous 5 elections (Presidential and Midterm).
 - Average the total number of voters for your district.
 - 50%+1 is the “win number” - but for Libertarians, it is a safer bet to push for 53%.

$$N = (V_{n-2} + V_{n-1} + V_n) / 3$$

$$W = .53 * N$$

Where N = average number of voters for your district, W = win number, V_n = number of voters in the previous election, n .

Persuasion Universe

- The “base” of your support is the average number of Libertarians who voted for your candidate in past elections. Also calculate the average support for the Republicans and Democrats.
- Calculate your “Persuasion Universe”
 - Your win number minus your base of support.

$$B_L = (L_{n-2} + L_{n-1} + L_n)/3$$

$$P = W - B_L$$

Where B_L = Libertarian base of support, P = Persuasion Universe, W = Win Number, and L_n is the number of Libertarian votes in the last election, n .

Persuasion Universe (cont.)

- For Democrats/Republicans, persuasion universe may only be 1-5% of the total number of votes needed to win.
- For Libertarians, it is often 48-52% of the total number of votes needed to win.
- Nonpartisan races can make it easier - you can start to add some “likely” voters (also called “leaners”).
- 2 way races also make it much easier for this reason.

Learn about your District

- Physical/geographical boundaries
 - Rivers, lakes, mountains, etc.
 - Urban versus rural
 - Physical distance between population centers
 - Precincts within a district
- Demographics
 - Age
 - Income
 - Race
 - Religion
- **Key: Most candidates win by building a coalition of voters.**

Learn about your District (cont.)

- Watch legislative sessions and committee meetings
- Attend city /county meetings.
- Learn about pertinent issues to your district (“kitchen table issues”)
- Research and learn about any city, county, or state ballot initiatives.
- Get copies of your local and county budgets. Learn about the financial positions of these governments.
- **Key: Libertarian candidates need to be more well-versed, not less, on issues of budgets and local issues.** This helps negate perceptions that Libertarians are “uninformed” or “not serious.”

Learn about your Opposition (cont.)

- Put together a dossier on the opposition candidates for your race.
- Include potential candidates, such as local mayors, community leaders, pastors, union leaders, etc. who may enter the race.
- Even if you plan to avoid negative campaigns, you should still know this information about your opposition.

Step 2: Firewall List



What is the Firewall List?

- A list of every influential person in your district
- Add influential persons outside of your district who can affect those within it.
- Some examples (NOT exhaustive):
 - Radio / TV Personalities
 - Newspaper editors
 - Business leaders (large + small)
 - Bowling Leagues
 - Elk Lodge
 - Rotary Clubs
 - Chambers of Commerce
 - Pastors / Religious Leaders

Firewall List (cont.)

- Also add to this list candidates who won elections (or nearly won) in your district.
- Include people who always show up to city council and other meetings - often neighbors know who this person is and they can be a person of outsized local influence.

Purpose of the Firewall List

- Identify people who may be willing to endorse you.
- Endorsements mean a LOT more to Libertarians than it does for Republicans and Democrats.
- Ex: Republican Mayor of a neighboring town endorsing a Republican candidate, doesn't really change many minds. But the Republican Mayor of a neighboring town endorsing a Libertarian candidate can persuade Republicans to line up behind the Libertarian candidate.

Power-Mapping

- (This could probably be its own training session)
- Find your 1-3 degrees of separation between you and people on the firewall list so you can get access to them.
- Example: You need to talk to Charlie on your firewall list, and you are friends personally with Alice. Alice knows Bob from church, who knows Charlie. There are 3 degrees of separation between you and Charlie.
You <-> Alice <-> Bob <-> Charlie
- You can ask Alice to introduce you to Bob, then ask Bob to introduce you to Charlie.

Opposers

- Some people on your firewall list may be opposed to you - find out who
- List reasons why they may oppose your candidacy.
- Find reasons they could be persuaded to support you or at least not actively oppose you.

Media

- On your firewall list, you must have a list of every single media person in your district.
- These are the people who make your community “move.”
- Helps you to establish and build name recognition in your community as a “leader.”
- Creates the real story that you are a part of the fabric of the community you are hoping to serve as an elected official.

Step 3: Angel Investor List



“The Lucky 100”

- The Angel Investor list, sometimes called the “Lucky 100,” are the people from who you will get all or most of your money for your campaign.
- These should be a list of 100 investors who are willing to contribute to your campaign before it even begins.
- **Key: If you can’t put together a list of 100 names, you may not be ready to run for office yet.**

Collect Information

- Once you have your 100 names, you need to collect information on these individuals.
 - Contact information
 - Physical Address
 - Job and Occupation
 - Retiree Status
 - Income level for their Job (use glassdoor and payscale.com to snoop)
- Example: Aunt Sally, retired attorney. Find out how much they make on average, any assets they currently own (lakehouse, primary home, cars, boats, etc.) to help estimate wealth.
- This is all going to build you to how much you can ask for.

Prepare the Ask

- To prepare the ask, you need to make an educated guess as to how much money each person on the “lucky 100” could reasonably be expected to give you.
- Often if you “overshoot” you will get the “hey I’d love to help you out, but I just can’t afford that right now. I’ll give you \$50 though!”
- If you “undershoot” you will get the “Hey absolutely let me get this for you right now.”
- You will often want to ask spouses or domestic partners together, or you will get the “I have to check with my husband/wife/significant other” response (which isn’t necessarily a no or an excuse, many couples have such arrangements).
- (This could probably be an entire training)

Campaign Timeline (Work Backwards!)



Campaign Timeline: Get out the Vote (GOTV)

- Final 7-10 days of the campaign (phase just before and on election day)
- Step 4 of the Lincoln 4-step.
- Every voter you will have rated 1 to 5 stars (5 being the best voter, 1 being an opposer).
- Get your 4 and 5 star voters to the polls!
- Utilize last-minute mailers or literature drops to these 4 or 5 star voters.

Campaign Timeline: Get out the Vote (cont.)

- Get poll watchers prepared for election day.
- Phone banking and peer to peer texting (have you voted yet?) work well.
- Organize transportation efforts for larger cities; pair up younger voters with older voters who may not be able to get to the polls.
- As early/absentee voting occurs, get an updated list of who has voted so you start excluding them from GOTV efforts.
- Poll watchers are allowed to take pictures of the poll books so you know who has come to the polls.

Campaign Timeline: Heavy Persuasion

- The 15 days preceding the GOTV phase.
- Be prepared to seize on mistakes your opponent makes
- Be prepared for any mistakes you may have made
- Have materials/communications ready to go!
 - Drafts of email blasts
 - Graphic designed, ready-for-printing mailers,
 - Phone banking scripts
 - Peer to peer texting scripts
- Focuses less on question asking, more on concrete persuasion.

Campaign Timeline: Light Persuasion

- mid-September to early October.
- You are still micro-targeting voters at this point.
- Hitting voters with surveys, phone banking, and other types of specific literature.
- This is a big mailer phase of the campaign.
- This is the shift from the name recognition phase to the persuasion phase of the campaign.

Campaign Timeline: “The summer stretch”

- mid-June to mid September
- Canvassing your district
- (A Canvas is going door to door in the district and gathering information on voters)
- Canvassing can be tough with people on summer vacation, but is the optimum time to do canvassing nonetheless.
- Light persuasion phase with a high emphasis on name recognition (“name id”) in the district.
- Poll tracking
- Determine name id saturation in the district and target areas with low name id.

Campaign Timeline: ID (Name Recognition)

- Campaign announcement to mid-June
- Canvassing
- Gather information about your voters
- Petition gathering (maybe in conjunction with ballot initiative efforts you support).
- Data gathering phase.
- Should not be focused on persuasion - focused on name recognition in your district.
- Yard signs (plan on about 10% of all yards). Make sure they are distributed geographically. Aim for supporters' yards - not public areas
- A few larger road signs in a high-travel, public areas within your district can be effective.

Campaign Timeline: Exploratory

- Prior to campaign announcement - campaign announcement
- Important to find out where your voters stand on certain issues
- Data gathering and preparation phase.
- Say “YES” to every possible event in your district. Go to EVERYTHING. Be EVERYWHERE in your district.
- Hold events yourself, such as salons, coffees, etc.
- Be engaged and visible in the community.
- Establish yourself as a leader in your community.
- You haven’t announced yet: you are exploring the community support and finalizing the campaign plan and getting all required data.

Campaign Timeline: Exploratory (cont.)

- During this phase, get professional photos of you “in-action” as well as headshots!
- You need to develop a professional logo and a brand guideline (or brand “book”).
- Very well thought-out brand book.
- Develop and test your messaging - do Leesburg grids!
- Acquire web domains and make a list of other tools you’ll need (e-canvassers, CRM, phone banking software, etc.).
- Write your campaign plan, and be sure to put a dollar amount on each phase of your campaign so you know how much you must raise and by when.

Questions?

Thanks, Apollo Pazell!

The Libertarian Pragmatist Caucus would like to thank Apollo Pazell for providing this free training.

If you would like to ask questions to Apollo and other campaign experts at the National Libertarian Party directly, please contact them by visiting:

www.LP.org/staff and select "Campaign Support."

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trainings!

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